COPY

RJ REYNOLDS
TOBACCO COMPANY

J. Campbell
Promotional Coordinator

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May 5, 1997

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#1110 / R. D. Snow

N. G. Gurnsey / SIS #251520

Dear Bob:

A.M., H. Battle has advised us that the above direct account, located within our Region, has been bought by Geo. Melhado (SIS #409680 / Boston Region), and that Melhado will be taking over all Gurnsey accounts, effective 5/3/97.

I will take the following actions with your approval:
1. Change all Gurnsey customers over to Melhado (Primary / Secondary / VAP / DPC) immediately.
2. Off-List N.G. Gurnsey, showing Geo, Melhado as purchaser.

Also, I have canceled product for our ***June Doral B2G1F*** promotion to N.G.Gurnsey (see attached) and will have product and displays for this promotion shipped directly to Geo. Melhado. If Melhado will not be able to ship this promotion to our Gurnsey accounts, please let me know as soon as possible, and we will reallocate this product within our Region.

Thanks for your help, and if you have any questions, please contact me.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: S. MacLeod ✓
H. Battle
J. Doucette

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